

Message Text

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PAGE 01 STATE 047047
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R 231903Z FEB 78
FM SECSTATE WASHDC
TO AMEMBASSY BONN
AMCONSUL DUSSELDORF
AMEMBASSY LONDON
AMEMBASSY PARIS
AMEMBASSY STOCKHOLM

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E.O. 11652: NA

TAGS: BEXP, GW, UK, FR, SW

SUBJECT: PROPOSED AMERICAN FOOTWEAR INDUSTRIES ASSOCIATION
(AFIA) TRADE MISSION

REF: 10 FAM 973

1. USDOC HAS PLEDGED FULL SUPPORT AND COOPERATION TO THE
AMERICAN FOOTWEAR INDUSTRIES ASSOCIATION (AFIA) IN THE
DEVELOPMENT OF AN AGGRESSIVE EXPORT PROMOTION CAMPAIGN FOR
THAT INDUSTRY.

UNCLASSIFIED

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PAGE 02 STATE 047047

2. AS A MAJOR PART OF THIS CAMPAIGN THE AFIA AND COMMERCE
PLAN TO CO-SPONSOR PARTICIPATION FOR APPROXIMATELY TWENTY
EXHIBITORS IN THE INTERNATIONAL SHOE SHOW IN DUSSELDORF
IN SEPTEMBER 1978.

3. IMMEDIATELY FOLLOWING PARTICIPATION IN THE DUSSELDORF
SHOW, EXHIBITORS (FIFTEEN TO TWENTY) WOULD PARTICIPATE IN

A PROPOSED IOGA TRADE MISSION TO PARIS, (SEPTEMBER 26-28); STOCKHOLM (SEPTEMBER 29-OCTOBER 3); AND LONDON (OCTOBER 4-6).

4. THE PURPOSE OF THE MISSION WOULD BE PRIMARILY EXPLORATORY TO OBSERVE FIRST HAND MARKET REACTION TO AMERICAN FOOTWEAR; TO SEEK POTENTIAL AGENT/DISTRIBUTOR CONTACTS; CONTACTS FOR POSSIBLE JOINT VENTURE/LICENSING ARRANGEMENTS; AND TO MEET WITH RETAIL/WHOLESALE BUYERS FOR ALL TYPES OF FOOTWEAR INCLUDING INSTITUTIONAL WORK SHOES, ETC.

5. MISSION MEMBERS WOULD BE HANDCARRYING SAMPLES. IN PARIS AND LONDON IT IS ANTICIPATED THAT SPACE MAY BE AVAILABLE AT IMIC/TC FOR MISSION BUSINESS HEADQUARTERS FOR DATES INDICATED ABOVE. IN STOCKHOLM MISSION WOULD REQUIRE CONFERENCE ROOM FACILITIES AT HOTEL OR OTHER APPROPRIATE LOCATION WHERE BUSINESS APPOINTMENTS MAY BE CONDUCTED. THE MISSION PROGRAM WOULD FOLLOW SAME GENERAL FORMAT FOR ALL MISSIONS WITH INDIVIDUALLY SCHEDULED BUSINESS APPOINTMENTS FOR EACH MEMBER, OFFICIALLY HOSTED RECEPTIONS, ETC.

6. IT IS ANTICIPATED THAT THE ADVANCE WORK FOR THIS MISSION WOULD TAKE PLACE IN EARLY JULY FOR A PERIOD OF ABOUT TWO WEEKS, FOLLOWING SAME SCHEDULE AS PROPOSED
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PAGE 03 STATE 047047

MISSION. POST ARE REQUESTED TO COMMENT AT THE EARLIEST POSSIBLE DATE RE (A) CONFIRMATION THAT THE MARKET WOULD SUPPORT AN EXPLORATORY TRADE MISSION FROM THIS INDUSTRY; (B) POST ABILITY TO PROVIDE EXTENSIVE STAFF SUPPORT TO PROGRAM THE MISSION DURING THE TIME FRAME PROPOSED; (C) CONFIRM DATES AND ITINERARY OR MAKE RECOMMENDED CHANGES TO AVOID ANY POTENTIAL CONFLICTS WITH LOCAL HOLIDAYS OR OTHER PROMOTIONAL EVENTS; (D) CONFIRM AVAILABILITY ACCOMMODATE MISSION MEMBERS AS FOLLOWS: FIRST-CLASS HOTEL RESERVATIONS FIFTEEN TO TWENTY PARTICIPANTS, TWO ASSOCIATION AND/OR INDUSTRY LEADERS SERVING AS MISSION/CO-MISSION DIRECTOR (ALL SINGLES); HOSPITALITY SUITE, CONFERENCE ROOM FACILITIES (STOCKHOLM ONLY); (E) AVAILABILITY IMC (PARIS AND USTC (LONDON) FOR BUSINESS HEADQUARTERS. VANCE

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